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Dr. Rashmi Gupta

Assistant Professor

Department of English, College Of Engineering Roorkee

Roorkee, Uttarakhand, India

rashmigupta77@gmail.com

Effective Business Communication Skills for Professional Excellence

“Communication is a skill that you can learn. It is like riding a bicycle or typing. If you are willing to work at it, you can rapidly improve the quality of every part of your life.”- Brian Tracy

Abstract: Communication is a general phenomena. Wherever life exists, communication also exists. You cannot have human relation without communication. However, good and effective communication is essential not only for good human relations but also for excellent and successful business. If we talk about the professional world, what Professionals do more than anything else is communication—with different types of people and above all with their own staff. English is the most frequently utilized language in the professional world and preferred business language. Not being competent in English does not mean that one will not succeed in the professional area, but having adequate knowledge of the language and the expertise needed for one's job will definitely help to climb the success ladder. Effective Communication has become one of the ways of getting successful at workplace not only for all business managers and team leaders but for every professional. An effective business communication can foster strong partnerships, promote products or services, as well as relay information within a particular organization. It is an essential component for manager-employee relation. Thus, this

paper attempts to dwell on the importance of effective communication for professional excellence.

Key Words: Communication, Essential Component, Manager-employee relationship

1. Introduction:

In the fast changing and competitive world today, we witness a third industrial revolution namely communication revolution. The ability to converse effectively is perceived as sine qua non for all professionals in business world. In this globalized era where we are doing business internationally, English Language has become lingua-franca and is recognized one of the six official languages. Communication in English has become the need of the present scenario where the core competence of professionals is judged on the basis of their élan and expertise with regard to their communication proficiency in English language. With unprecedented advancement in Business world, the business organization can now easily explore new markets and new resources of money and material across the globe. The growth of multinational companies is a pointer in this direction. These companies have a cross- cultural environment where employees work together in groups instead of working in isolation. The need and importance of English Language in multiple sectors which finally cater to the need of employability and nurture the relationship among employees cannot be ignored. The individual as well as an organisation feel difficulty without good communication skills in English because Effective communication is one of the most important tools to achieve the desired purpose of organizations. An effective business communication in English can foster strong partnerships, promote products or services, as well as relay information within a particular organization. Thus, it is essential that communications in English language should be done clearly, efficiently, and accurately because it can have a great impact on a company's reputation and

credibility, and will definitely say a lot about its level of professionalism. Thus there are certain aspects of communication that are of crucial importance in this context.

2. Effective Communication for Career Growth

The diction of the corporate world is English and Effective English discourse plays a central role in one's career. In conjunction with hard skills and domain expertise, it carries an important role for people while getting prepared and coming out successfully not only from the first job, but also in subsequent career's advancement. If we examine the personality traits and soft skills that prospective employers expect in their candidates whom they are going to recruit for their companies, communicative English language skill is one of the most important soft skills. A person communication skill in English sends a powerful signal to the rest of the organization about his or her personality. His team spirit and positive attitude can be seen through his effectual communication. His way to talk with other people, his body language, listening and writing ability will help him to reach at the top of the success ladder. His communicative English will assist him to work with his peers to achieve a common goal, with customer to win a new business, with industry partners to reach a shared objective because of the global recognition of English language in Business world. Through his positive body language which is the part of non-verbal communication, he spreads his positive energy all around, and usually has a confident demeanour about himself. Employees' good communication skills in English, right attitude and efficiency in maintaining good relation within and outside the organization quickly lead the organization towards success. Thus, not only his own success will depend on his

good communication, but also organization can also achieve its objective to be successful in business world due to their employees' efficient communication skills

3. Necessary English Language Skills (LSRW)

Proficiency required in the four most important skills by professionals are listening, speaking, reading and writing. The learning in all four areas of language offers the accurate solution for learners to brush up their ability in this language.

3.1 Listening Skills

Listening is the first language skill which involves learners to use their ears and brains to understand the language. Listening can help the English Language learners in following areas:

- Comprehend natives when they speak
- Watch and understand movies, television, and online video
- Listen to the radio and podcasts

3.2 Speaking Skills

Speaking is the second language skill which requires learners to apply organs of speech and brains to correctly produce language through sound. This skill helps in following areas:

- Knowing how to speak will help you:
- Engage natives in conversation
- Address audiences

3.3 Reading Skills

Reading is the third language skill which allows learners to use their eyes and brains to grasp the written text. Knowing how to read will help the learners:

- Read newspapers, books, and magazines
- Interpret in-country signs, alerts, and notices

3.4 Writing Skills

Writing is the fourth language skill where the learners use their hands and brains to generate the written codes that symbolize our verbal communication. Writing skill is helpful in following productive ways:

- Compose personal emails, letters, and text messages
- Write articles, essays, books, or other long-form texts.

Professionals will have to face hurdles in getting success at professional places due to insufficient knowledge in all above mentioned language areas. Therefore all professionals must learn all four skills for their career growth and professional excellence.

4. Methods to make communication effective at workplace

Today the corporate world is increasingly investing in several development programmes for their employees. Many reputed companies always arrange several training sessions for their employees' communication skills because their better skills can lead to better customer satisfaction, greater productivity, innovations and creativity. These sessions are really very helpful for 24x7 on-demand self-development of employees. The best way to improve one's communication skill is through practice, practice and practice. Professionals are spending their maximum time at workplace on communication through listening speaking, reading, writing

etc. However, there are so many successful methodologies to equip employees with strong communication skills. Nowadays, E- learning system is usually very high in the corporate world for their employees, personality development. Many companies are investing in several e-learning language programmes which offer numerous advantages over instructor-facilitated learning. They are providing the facility of advanced language laboratories that are well equipped with state-of-the-art video and audio equipment, along with various useful learning materials.

5. Advanced English language Laboratories and their advantages

An advanced English language laboratory allows a whole range of material to be delivered in digital format over a network to the learner position. This laboratory provides powerful functions for all of future needs in English language classes. It is based on advanced and well –developed software computer based system and involves both the teacher and learners up to grass root levels and produces the output more than expectations apart from cost and time saving. This is the reason that every developed, high class and pioneer institution all around the world are developing and adopting the digital based multimedia language lab.

One very important thing is that learner either a job aspirant or already in any job can get a English language laboratory established at his home. To learn a particular language, one requires to do constant practice, having a home laboratory ease such practice. All required skills such as listening, speaking, reading and writing skills for effective communication can be learnt through

An important advantage of the English language laboratory is that the learner is freed from the embarrassment and inhibition present in the classroom. If an employee feels shy and hesitates to learn at a mature age, the ‘mechanical teacher’ will help him and there will be no scope for amusement of others. The laboratory makes the learner his own critic and examiner.

The biggest benefit of such a laboratory is that learners can learn in an informal setting. As language laboratories provide ample scope for practice, an individual learner can go through several practice sessions.

Thus, facility of digital lab can be very useful for all the employees who lack in confidence during the communication at the work place.

6. Conclusion

Enhanced communication skills in English can result to not only an improved social life but also better opportunities in the future. Indian former Prime Minister Mr. Jawaharlal Nehru once said that, “The destiny of a nation is shaped in her classrooms”. Communication skills cannot be taught, however they can be developed through proper training, dedication and hard work. It is need that everyone should get the proper opportunity to develop their communication skills in English because from Job interviews to the real professional world, communication skills are very vital and being skilful in English means being able to communicate with lucidity, both at international and intra-national level.

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